Samoa's Culture, Tourism and Development: Exploring the Impact of Tourism Development on the Changing Fa’a Samoa

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Abstract
This thesis explores the interactions between tourism development and cultural values in the South Pacific nation of Samoa. As tourism is likely to remain a key strategy for the development of Samoa, this study explores the impact of such development on the cultural component of fa’a Samoa, or Samoa’s way of life, which varies quite significantly from Western, capitalist culture. The aim of the study is to shed light on the cultural implications of adopting tourism as a tool for economic development in Samoa, by exploring the cultural values and beliefs of accommodation sector workers. The theoretical concepts that have guided the study include Schein’s (2010) definition of culture, commodification of culture, cultural capital and Sen’s... (More)
The impacts of tourism include the effects of tourism on the environment and on destination communities, and its economic contributions. It has been part of the tourism discourse since the 1970s, with attention growing in recent years due to debates on overtourism. Impacts are not easily categorized, having direct and indirect components. Tourism is also often seasonal, and impacts only become apparent over time, with varying effects, and at different stages of development. Tourism has always been regarded as the impetus that brings in new business opportunities and economic development for a region. The impact of natural disasters has been more profound during the last few years and this can be attributed to the changing weather patterns around the world as well as the increased number of tourist spots. Today, more and more natural reserves and areas that were once inhabitable are being made accessible to attract tourists. Though this gives a boost to the local tourism, it also increases the impact of natural disasters. In fact, natural disasters cause many tourist destinations to lose their beauty, culture and economy for a temporary or extended period of time. About the impact on tourism development in Bangkok was different according to the domicile. Statistically significant at the .05 level by the sample with 60.3 percent of resident's of Bangkok that has an impact on the environment. Samples with different domiciles were 40.8 percent that have an impact on the environment. In case the comments about the problems and obstacles to tourism development. No differences between the groups domicile statistically significant at the .05 level. There are different levels of education statistically significant at the .05 level by samples with low educa